

GO GLOBAL

Export 101 Seminar

Increase your sales by expanding your global market

Developed by the **U.S. Census Bureau** and **Small Business Administration (SBA)** with the assistance of the **Association of Small Business Development Centers (ASBDC)**, this comprehensive seminar provides the roadmap for exporting success.

Created for small to medium-sized businesses, **Go Global—Export 101** is designed to help businesses overcome the information barriers to exporting and remove the perception that exporting is reserved only for large enterprises. Through this seminar, U.S. businesses will discover resources and opportunities to delve deeper into the global market while remaining competitive in a constantly shifting landscape.

Topics include:

- Understanding the trade statistics and useful tools from the Foreign Trade Division of the U.S. Census Bureau
- Discovering new and existing markets for your product
- Correctly classifying your product
- Complying with the official Foreign Trade Regulations (FTR)
- Filing export transactions using the Automated Export System (AES)
- Learning how a Freight Forwarder benefits your exporting efforts
- Designing and developing an export business plan
- Utilizing state and local export promotion resources
- Obtaining financing through national export programs

Seminar Date: Thursday, May 24, 2012

Address: Michigan State University
International Business Center
East Lansing, MI 48824

Time: 8:00 AM – 11:45 PM

Cost: \$35.00 per person

Register Online Now

at

<http://www.regonline.com/builder/site/?eventid=1084695>

The Census Bureau provides critical, timely information on the health of the U.S. economy.

Did You Know...?

Over 95% of consumers are outside of the U.S.

With so many foreign buyers available, now is the time to start exporting!

Who Should Attend?

Companies and individuals new to exporting or looking to expand their exporting efforts, including:

- Manufacturers
- Suppliers
- Consultants



The U.S. Census Bureau measures the nation's People, Places and Economy.



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